

ABSTRACT OF THE DISCLOSURE

A signal applied to a data line is binarized to provide a high-quality gray scale presentation. To provide eight gray scales, for example, one field is divided into seven subfields in accordance with gray scale characteristics of an electro-optical device. Pixels are turned on or off by writing a high-level or a low-level signal thereon in a first subfield. In subsequent subfields, high-level or low-level signals are written depending on the gray scale level of each pixel to control the ratio of the on period of the pixels to the off period of the pixels in one field.

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